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| **SRXINU003A** | **ANALYSE PARTICIPATION PATTERNS IN SPECIFIC MARKETS OF THE LEISURE AND RECREATION INDUSTRY** |

**PERFORMANCE CRITERIA**

**1 Review and interpret the market for current leisure and recreation service delivery**

1. Common participant attributes are analysed to identify specific ***market segments*** for current leisure and recreation service delivery
2. Statistical analysis of market intelligence collected from relevant ***sources*** is used to evaluate market penetration of specific ***market segments***

**2 Assess the basis for existing levels of interest by participants**

1. The major features of current leisure and recreation service delivery are identified
2. ***Individual influences***, ***social influences***, ***historical influences*** and ***lifestyle influences*** are assessed and their impact on participation patterns estimated
3. ***Leisure characteristics*** and ***external influences*** are identified and their potential to impact on participation patterns analysed
4. The scope for possible expansion of participation within specific market segments is evaluated

**3 Report outcomes on participation patterns analysis**

1. Expansion opportunities are recommended with supporting rationale meeting organisational ***reporting requirements***
2. Outcomes aresubmitted within the required time frame

Outcomes are recorded in accordance with organisational policies and procedures

**RANGE STATEMENT**

**CATEGORIES**

**External influences**

* competitive landscape eg service provision from public sector, commercial sector and not-for-profit sector
* economic developments
* environmental trends
* Government actions, eg, interest rates, legislative changes
* industrial trends
* shifts in demographics, political landscape, geographical landscape
* technological change

**Historical influences**

* ancient civilisations, eg, Greeks, Roman
* attitudes
* changes in economic organisation
* development of ‘class’ system
* industrial revolution
* organisation of leisure by ruling groups
* past experience

**Individual influences**

* acquired needs
* attitudes
* beliefs
* education
* innate needs
* learning
* past experience
* perception
* personality
* self-image

**Leisure characteristics**

* cultural pursuits/entertainment
* home-based leisure activities
* informal, non-specific recreation eg walk dog
* outdoor recreation
* physical recreation
* social recreation
* tourism and travel

**Lifestyle influences**

* aspirations
* financial considerations
* geographical accessibility
* health
* interests
* opportunity cost
* psychological state
* transport
* time

**Market segments**

* attitudes and values
* culture
* gender
* geography
* lifestyle
* socio-economic factors

**Report requirements**

* business and performance plans
* defined resource parameters
* hardcopy, eg, bound
* information protocols
* organisational policies and guidelines
* management and accountability channels
* one-on-one meeting
* presentation to a group(s)
* quality assurances and/or procedures manuals
* security and confidentiality requirements

**Social influences**

* culture
* family background
* family decision-maker/s
* gender
* national identity
* ritual
* socio-economic factors
* social class
* spiritual

**Sources**

* Australian Bureau of Statistics, eg, Census data
* Commercial research
* Internet
* print media
* surveys
* TV

**Required knowledge and skills**

* Required knowledge
  + Understanding of contemporary participation patterns in Australia
  + Understanding of factors that affect leisure behaviour and the economic and social significance of leisure and its impacts for individuals and the community
  + Conceptual understanding of leisure, dimensions of leisure, characteristics of leisure and constraints in day-to-day work activities
  + Understanding of State and Federal legislation relevant to the leisure and recreation industry including Occupational Health and Safety, Equal Employment Opportunity and Trade Practices Acts
  + Understanding of research techniques
  + Information sources of the leisure industry
  + Roles and functions of leisure and recreation sectors
* Required skills
  + Questioning/listening techniques to elicit information
  + Basic research skills to identify and collect relevant information
  + Interpersonal communication skills to deal with clients and colleagues
  + Presentation skills to convey information to clients and colleagues

Time management skills to schedule research activities